

TO: Distribution
FROM: Carl Cohen
SUBJECT: **Brand Audit Format**

DATE: June 21, 1993

Attached for your review and input is a proposed template for a "brand audit". I believe this framework is the first step toward a standardized format for analyzing and presenting our brands versus competition.

The framework includes the following categories:

1. Product
2. Price
3. Brand Positioning
4. Selling Proposition
5. Advertising
6. Promotions
7. Packaging/Graphics
8. Total Brand Performance
9. Packing Performance
10. Smoker Demographics
11. Consumer Dynamics

Your thoughts toward improvement are welcomed.

Distribution:

S. LeVan
N. Lund
R. Mikulay
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cc: J. Kiernan

cc: T. Garzynski
J. Greene
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C. Stone

2041408670

Please review
this and start
thinking about the
Miles mtg.
Bob would like
your checks
by 6/30.
THX,
CARL